

CARGO CLAN

QUARTER ONE 2015

Pharma on the map

How the North American team serves the industry

北美團隊如何服務醫藥業



Flies to
140+
destinations
飛往逾140個航點

NEW ROUTE
ZURICH ON
THE NETWORK

全新航線
蘇黎世加入國泰網絡



HANDLE WITH CARE

Best practices for
Dangerous Goods

細心處理
運送危險品的最佳程序



Strong start to 2015 2015迎來好市道

I would like to wish everyone a successful Year of the Goat and also to thank you for your continued support and trust. I am pleased to say that 2015 has continued the momentum from the 2014 peak and is showing good volume growth.

The port congestion on the United States West Coast has certainly helped trans-Pacific volumes and will continue to do so for the first half of 2015. While the dispute between port owners and labour unions has been resolved recently, ongoing congestion and delays will help air-freight volumes for months to come. Trans-Pacific volumes are being further boosted by the improved performance of the US economy and the lower price of oil.

Cathay Pacific continues to invest in our network with increased frequencies for trans-Pacific and India routes. Kolkata is a new freighter destination, while on the passenger side new destinations include Manchester, Zurich, Boston and Düsseldorf. All these create opportunities.

Hong Kong remains the No. 1 global cargo hub and the Cathay Pacific Cargo Terminal is operating smoothly and efficiently moving our cargo in, out and through Hong Kong. We are looking forward to a good year ahead.

在此祝願大家羊年萬事如意及生意興隆，並感謝你們一直以來的支持與信賴。我欣然告訴大家，2015年延續了2014年旺季的勢頭，貨運量展現良好的增長勢頭。

美國西岸港口出現擁擠，無疑有助跨太平洋貨運量的增長，這個趨勢在2015年上半年將會持續。雖然港口營運商及工會近期已達成協議，但是港口擁擠及運輸延誤仍未解決，在未來數月將繼續有利空運貨量的持續增長。此外，隨著美國經濟表現好轉及油價回落，令跨太平洋貨運量進一步受惠。

國泰航空繼續拓展航空網絡，增加太平洋航班及印度航線的班次。加爾各答是我們新增的貨運航點；而新開辦的客運航線則包括曼徹斯特、蘇黎世、波士頓及杜塞爾多夫，將會帶來新的商機。

香港仍然高踞環球貨運樞紐榜首，而國泰航空貨運站以高效率運作，確保貨物暢順地進出或途經香港。我們期待新一年有更美好的發展。

James Woodrow
Director Cargo
國泰貨運董事章靖

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Space for more

增加運力

Daily Cathay Pacific passenger flights to Zurich allow for an increase in air cargo
國泰航空每日往返蘇黎世的客運航班，將可提升貨運力

As a financial and transport hub, Zurich has strong business ties with Mainland China and Hong Kong
作為金融中心及交通樞紐，蘇黎世與中國及香港均有緊密的商務連繫

SWITZERLAND, the land-locked country of scenic mountains and lakes, mirrors Hong Kong with its standing as a major financial centre and transport hub. The two places have also long had business ties, looking to one another for services and goods. China has also become Switzerland's third-largest trading partner, behind the European Union and the United States, with a large portion of Swiss exports consisting of pharmaceuticals, precision instruments, machinery parts and chemicals.

Philippe Queloz, Cathay Pacific Cargo Manager Switzerland, says the addition of Zurich to the network from March will enable Cathay Pacific Cargo to offer all of its nine specialist

products, which include PHARMA **UFT** and SECURE **UFT**, on the Boeing 777-300ER aircraft. "The requirements for the transportation of pharmaceuticals have changed a lot in the past five to seven years," says Philippe. "Nowadays, new standards have been defined by the World Health Organization and the European Commission's guidelines on good distribution practice, and most shipments are equipped with temperature loggers, leaving no room for error."

Philippe says the Cathay Pacific Swiss team will continue to work with handling companies Cargologic and Swissport, and newly appointed trucking company Fischer Road Cargo, which will serve Swiss cities Basel, Bern, Geneva and Lugano.

瑞

士這個被陸地圍繞的內陸國家擁有湖光山色；她與香港同樣是重要的金融中心和交通樞紐，兩地早已有商務往來，長期以來在服務和商品方面互通有無。目前，中國已經成為瑞士第三大貿易夥伴，重要程度僅次於歐盟和美國。瑞士的出口貨物中，以醫藥、精密儀器、機械部件和化學品佔了很大部分。

瑞士貨運部經理Philippe Queloz表示，於3月新增的蘇黎世航線，使用波音777-300ER航機運營，讓國泰貨運可以提供其所有九種運送特殊產品的服務，當中包括PHARMA **UFT** 及 SECURE **UFT** 服務。他說：「有關藥品運輸的要求在過去五至七年間改變了很多。現在，世界衛生組織已經制定了新標準，歐盟委員會也對藥品分銷提出指引，而大部分貨運都配備了溫度記錄器，以確保不會出錯。」

Philippe表示，國泰貨運的瑞士團隊將會繼續與Cargologic和Swissport等貨運代理公司合作，而新委任的貨車運輸公司 Fischer Road Cargo將會提供前往巴塞爾、伯爾尼、日內瓦及盧加諾等瑞士城市的運輸服務。CC

Flight schedule for Hong Kong (HKG) - Zurich (ZRH)* 香港(HKG)-蘇黎世(ZRH)航班時間表*

| Flight No. 航班編號 | Routing 航線 | Depart 啟程時間 | Arrive 抵達時間 | DAY OF WEEK 運營日子 |
|-----------------|------------|-------------|-------------|------------------|
| CX383 | HKG-ZRH | 2350 | 0630 +1 | Daily 每日 |
| CX382 | ZRH-HKG | 1330 | 0645 +1 | Daily 每日 |

*From 29 March, 2015 由2015年3月29日起

Safety **first**

安全第一

In his role overseeing cargo operations, Alan Glen's top priority is safety

Alan Glen執掌貨運服務，其職責是確保服務安全可靠

AS GENERAL Manager of Cargo Services since August 2014, Alan Glen is responsible for the safety and security of the worldwide cargo operations of Cathay Pacific and Dragonair. Has he visited the more than 100 locations since taking up the post?

"I'm working my way around the outposts, though it's a challenge," says Alan. "Each time I go I'm encouraged by the energy, knowledge and passion the local teams have for business in their port. I also really enjoy being close to the operation, as even after all these years I get excited about aviation."

Alan says the job is not so much

about the ports but about the people, an emphasis that recalls his former roles in personnel training. "Training is an expensive tool, and like any tool it needs to be used appropriately," he says. "We have a lot of regulatory requirements we have to meet using training. Moving forward we need to make sure we support the teams with more knowledge and skills to help them deliver our products safely, in an efficient manner and with reliability."

Alan's overarching role is to direct the policies and procedures related to the delivery of cargo services, with safety as the top priority. "We spend a lot of effort in focusing how we can handle cargo in a safe and efficient manner. My team in Hong Kong sets and monitors

the standards for all of the various aspects of the operation. We work hand in hand with the sales and marketing team in developing and delivering cargo products to the marketplace.

"We also work with the planning team on the set-up and efficiency of new and existing stations. Our outport and Hong Kong teams are the sharp end of the delivery of these services and, as a team, manage this in close cooperation with our suppliers."

Alan says his family helps maintain the balance in a demanding job. "Family is very important to me. I have two teenage boys and a fantastic wife, and that keeps my feet firmly on the ground.

"I try to walk a lot and we are





Cathay Pacific General Manager of Cargo Services Alan Glen says his wife and two teenage sons (left) help him maintain a balance between his work and his leisure time, which often involves exploring Hong Kong's country parks (left). Alan with his wife at the musical Mamma Mia! (top).

國泰貨運服務總經理Alan Glen表示，在繁重的工作以外，太太和兩名十多歲的兒子會陪他一同探索香港的郊野公園，一家人享受天倫之樂（左圖）。音樂劇《Mamma Mia!》上演時，Alan與太太一起出席觀賞（上圖）。

really lucky that we have such great country parks in Hong Kong to get away from the crowds. I run and go to the gym to try to keep fit. I also enjoy photography and am a lifelong supporter of the Heart of Midlothian Football Club in my native Scotland.

"It's a big learning curve and there is a lot to learn about the business part of cargo," Alan says, "but I guess after 30 years in aviation I've realised that you never stop learning!"



個貨運航點？

從2014年8月上任國泰貨運服務總經理後，Alan Glen的職責就是確保國泰及港龍的環球貨運服務安全可靠。上任不到一年時間，他的足跡會否已遍及100多

他說：「我正努力了解海外貨運站的情況，這工作真不簡單。幸好每次到海外貨運站參觀，同事的幹勁和熱忱，以及對當地貨運業的認識，都讓我感到鼓舞。我很喜歡貼近實際的運作情況，因為儘管在行內打滾多年，我仍然對航空業非常著迷。」

Alan表示，他的工作重點不在貨運站而在人才。在此之前負責培訓工作的他說道：「培訓是昂貴的工具，一如任何工具，必須運用得當。我們可以透過培訓來滿足許多規管要求。我們需為員工提供更多知識與技能，確保他們能安全、有效、可靠地運送貨物，這樣公司才能繼續向前邁進。」

Alan的主要工作，是監督與貨運服務有關的政策及程序，並同時確保這些政策及程序恪守安全至上的原則。他解釋道：「我們花了很多心機研究如何安全而有效地運送貨物。我和在香港的下屬會制定和監督運作過程中各個方面的標準。我們亦與營業及市務

部攜手合作，開發迎合市場需要的貨運產品服務。」

「我們又與負責策劃的同事一起規劃現有及新貨運站的配置，提高效率。不管是香港還是海外的貨運服務小組都是前線工作人員，我們這個團隊必須與供應商保持緊密合作。」

Alan說全賴家人，他才能在繁重的工作之中找到平衡。「家人對我來說非常重要。我有兩個十幾歲的兒子，太太很賢慧，他們讓我過著很踏實的日子。」

「我經常遠足；香港有那麼漂亮的郊野公園，讓人可暫時遠離煩囂，的確非常幸運。我也喜歡跑步和上健身室，保持健康。我愛攝影，也是祖家蘇格蘭足球隊Heart of Midlothian Football Club的忠實球迷。」

Alan感慨道：「關於貨運業務，我要學習的還有很多，這是一條漫長的學習之路。不過我想，在航空業服務了30年，我明白到學習是永無止境的！」 **CC**

On the **up**

市況上揚

American consumers are buying again, and that has led to an increase in cargo volumes
美國消費者再次展現購買意欲，帶動了空運貨量上揚

THE UPTURN of the United States economy has helped Cathay Pacific Cargo, says Fred Ruggiero, Vice President Cargo, Americas, with improved consumer sentiment leading to an increase in import volumes and higher spending levels.

“Overall, we are seeing greater volumes of imports from Hong Kong and Asia into the Americas, and with those volumes comes an increase in capacity,” he says. “With the increase in capacity, we are able to take advantage of the growing cargo volumes out of the Americas.”

Fred says he was happy to see the return of the Q4 peak season in 2014, after four years of a depressed market for air cargo. “Throughout most of 2014, Cathay Pacific operated an average of more than 30 freighters each week. During the Q4, we have been able to operate as many as 42 per week. What was more encouraging is that our growth out of the Americas was able to keep up with the capacity growth, meaning our revenue grew as the capacity grew.”

The consumer sentiment among customers and partners is one of “guarded optimism”, Fred says. “By

that I mean, they are optimistic regarding what has transpired, but at the same time they are being cautious in that they hope it continues.”

There was no doubt that new smartphones created quite an uptick for everyone. But according to Fred, smartphones were not the only commodity that caused the upturn,

Fred Ruggiero says that shippers in the US regard the current market with guarded optimism

Fred Ruggiero表示美國的付運人對目前的市場情況抱著審慎樂觀態度



and the added shipments did not all come from China. “For the first time in a few years, we had a real fourth-quarter peak, and that was a result of an increase in overall consumer purchasing of a multitude of products.”

Referring to the trade balance between Asia and the US, Fred says there are still a lot more goods and products coming into the Americas than there are going out. “The only way we can balance that out is by being able to provide more of what they want in Asia – products such as pharmaceuticals, perishables, fresh lobster and components.”

The extensive network and the schedule continue to be major selling points for the airline. “With more than 100 passenger flights and 35 to 40 freighters a week, Cathay Pacific offers the market something that



Claws for thought: Shipments of lobsters and other seafoods, as well as flowers, are boosting US export market business for Cathay Pacific Cargo

鮮貨市場：龍蝦和其他海產，以及鮮花等貨量上升，有助促進國泰貨運的美國出口市場業務

no other carrier can, and that is frequency,” Fred says.

He says **FRESH LIFE** remains extremely important: it is the largest single specialist product used to ship goods from the Americas and it is also growing faster and larger than all the others. “The perishable market requires frequency and consistency, and we have more of it than any other carrier. We specialise in perishables and live seafood such as lobsters.”

The special products remain a vital component of Cathay Pacific Cargo’s distinctive point of difference in the North American marketplace. “Shipping special products such as pharmaceuticals, perishables, special-handling goods, et cetera, is very different from general cargo in that timing, precision and expertise mean everything. We have built our reputation on paying attention to detail.”

美洲區貨運副總監Fred Ruggiero表示，美國經濟好轉有助促進國泰貨運的業績。隨著消費意欲提升，進口量因而上漲，並提高了開支水平。

他指出：「整體而言，我們看到由香港及亞洲運往美洲的貨量有所增加，這些增加的貨量帶動了運力的提升。隨著運力提升，我們可以藉著美洲的出口貨量增長而受惠。」

Fred表示，空運市場經歷四年的蕭條後，他很高興在2014年第四季再次出現旺季。「在2014年的大部分時間，國泰每星期平均有逾30班貨機運營，於第四季我們每星期有多達42班貨機。更令人鼓舞的是，我們由美洲出口的貨運量增長，能夠跟上運力的增加，這表示隨著運力提升，我們的收入也上漲。」

Fred形容客戶及合作夥伴的消費意欲屬於「審慎樂觀」。他說：「我的意思是，他們對當前情況感到樂觀，但依然謹慎行事，並希望好景能夠延續。」

新款智能手機推出，的確令各行各業受惠，但據Fred指出，智能手機並非唯一帶動市況好轉的商品，而增加的貨運量也並非全部來自

中國。他解釋道：「這數年來，我們首次於第四季出現真正的旺季，原因是整體而言，消費者都購買了更多各式各樣的商品。」

至於亞洲及美國之間的貿易平衡，Fred指出，進口至美洲的商品及貨物，數量仍遠超於出口量。他說：「我們能達至平衡的唯一方法，就是向亞洲市場提供更多他們需要的貨品，例如醫藥品、鮮貨、鮮活龍蝦及零件。」

覆蓋全面的航點網絡及航班時間一直是國泰的主要賣點，Fred形容：「國泰每星期有超過100班客機，以及35至40班貨機。這種頻密班次是其他航空公司無法做到的。」

他表示**FRESH LIFE** 依舊是極重要的運送服務；它是由美洲運送貨物出口的最大型專業貨運服務，並較其他類型服務發展更快，規模亦更大。他說：「鮮貨市場講求班次頻密及穩定，我們在這兩面比其他航空公司更勝一籌。我們擅長處理鮮貨及龍蝦等新鮮海產。」

運送特殊產品仍然是國泰貨運於北美市場與別不同的重要因素。「運送特殊產品如醫藥品、鮮貨及需特別處理貨品，與運送一般貨品截然不同之處，在於講求時間性、精準度及專業知識。我們在業界以著重細節而享譽。」 **CC**

Medical matters

醫藥攸關

Cathay Pacific Cargo is spreading the word across North America about the many benefits of its pharmaceutical shipping services
國泰貨運致力在北美洲推廣其藥物運送服務的多項優勢

THE CATHAY PACIFIC CARGO North American team aims to make PHARMA **LIFT** a household name in the pharmaceutical industry. The PHARMA **LIFT** specialist product has grown every year since the airline introduced it into the market six years ago. Its success has been the result of a strategy to raise awareness within the pharmaceutical industry of the product and its features, combined with the expertise of the Cathay Pacific team and the airline's network.

The traffic of pharmaceuticals between Asia-Pacific and North America is increasing in both directions. Asia's pharmaceutical sector has expanded rapidly as a result of the region's strong economic growth, demographic changes such as rising household incomes, increased government expenditure on healthcare, longer life expectancies, greater consumer-health awareness and the growing incidence of chronic developed-world diseases. Drug manufacturing has also grown in Asia.

The sales strategy of the North American team has involved educating pharmaceutical companies and shippers about the integrity of PHARMA **LIFT**, explaining in detail the close supervision of the end-to-end process, with emphasis on the knowledge, care and professionalism of the Cathay Pacific Cargo team.

Kurt Wurglics, Account Manager, Cargo Sales at John F. Kennedy International Airport in New York, says the teams seek out the decision-makers at shippers and agents to explain the attractive features of the product. Cathay Pacific Cargo also participates in the Cold Chain GDP & Temperature Management Logistics Global Forum, with a booth where customers can learn more about its services. "This helps us get our brand PHARMA **LIFT** out to the major contacts in the market," says Kurt.

Marketing efforts also include face-to-face calls, email advertising and brochures that explain the four pharma products – Active Pharma, Heat and Cooling Pharma, Passive

Marketing is seen as an important component of PHARMA **LIFT's success**

市場推廣是 PHARMA **LIFT** 取得成功的重要因素



Pharma and Room Temperature Pharma – and the elements that make PHARMA **LIFT** such a compelling product. Notable features include its automatic communication system, online temperature tracking, a comprehensive PHARMA **LIFT** network and priority handling on the tarmac.

"Our sales visits give us the opportunity to discuss in length our network and point out the benefits when using PHARMA **LIFT**," says Kurt. "This helps build up confidence in our market." The visits also help the team to identify customers' shipping needs and help customers to choose the proper pharma product.

The marketing message emphasises the care devoted to PHARMA **LIFT** shipments. Only qualified staff are eligible to handle the shipments, while each station has dedicated PHARMA **LIFT** coordinators. Sales offices are involved in shipment planning to ensure the most suitable flight plans.

At the heart of the PHARMA **LIFT** service are the Standard Operating Procedures (SOP) that all shipments must follow. The SOP for PHARMA **LIFT** includes priority handling, continuous monitoring of the temperature and voltage readings and having a contingency plan should there be any temperature or voltage excursions. Reducing the time of acceptance, transfer and overall delivery is also key – "last out of the warehouse



Cool heads

穩健可靠

Cold-transport expert Marissa Johnson relies on Cathay Pacific Cargo to handle complex pharmaceutical shipments

冷凍鏈方案專家Marissa Johnson把複雜的醫療藥品運送任務安心交託予國泰貨運

A **SPECIALIST** in moving pharmaceutical products around the world, Marissa Johnson says she never forgets that the end result of a shipment could be a matter of life or death and remains “mindful that a patient’s life will be impacted at the end of the transport journey”.

While her business card reads Business Development Manager – North America for LifeConEx (the temperature-management specialist for DHL Global Forwarding), Johnson considers herself to be more of a consultant or architect for cold-chain solutions. Her job entails understanding customers’ requirements for shipments of pharma-grade products. She identifies weak links in the transport journey and assesses the cold-chain infrastructure and the depth of risk mitigation required, and then provides transport solutions based on these factors.

“I provide recommendations on the route, extra protection as required – such as thermal blankets, appropriate active containers and so forth – carefully communicating the pros and cons of the possible solutions,” says Johnson. “This is a process that I go through with different players within a customers’ organisation that may include packaging engineers, quality, validation and logistics personnel.”

Johnson has been involved with specialist logistics for 16 years, with the past six years focused on the life-science/biotech industry. Before that, her job dealt with the semi-

conductor industry. She is also a certified instructor for the International Air Transport Association’s training course on time- and temperature-sensitive healthcare products.

LifeConEx works with life-science companies of all sizes, including multinational pharmaceuticals, biotech organisations and university scientists specialising in pharmaceuticals/biologics, medical devices, clinical research and samples. These products include vaccines, blood-plasma-derived therapies, diabetes treatment, cancer drugs, orphan drugs and more.

When shipping these products, Johnson and her colleagues look for assurances from all the participants – truckers, forwarders, airlines, customs brokers – that they can execute cold-chain processes specific not only to general perishable shipments but also to pharma-grade cargo. “We need to be assured that they have more than just a basic knowledge of GDP [good distribution practice] requirements.”

Specifically, an air-cargo partner is required to have appropriate cold-



Marissa Johnson of LifeConEx
任職LifeConEx的Marissa Johnson

chain processes and documentation (checklists and standard operating procedures), and personnel well trained in the proper handling of pharma-grade cargo, including the different active containers used for pharmaceutical shipments. “A big plus from our airline partners is to have pharma-grade cold rooms. Additionally, they must provide accurate information for logistics milestones, communicating exceptions, active-container temperature readings and proper storage information for passive packaging, as near to real time as possible, with or without RFID [radio frequency identification] and/or data loggers.”

Johnson says the standout elements of Cathay Pacific Cargo’s PHARMA **LIFT** service include online temperature tracking and 24-hour support provided from Hong Kong and Sacramento, California. “Not listed as a product feature but an aspect equally important

Proper storage
is important
for the shipment
of medical
substances

妥善的倉儲設施是
運送醫療藥品
的重要一環



to pharma-grade cargo is transparency of information after the transport journey. While LifeConEx manages the entire end-to-end process, when our aggregated data indicates that temperature excursions or deviations have occurred while in the possession of a cargo carrier, and LifeConEx is asked by its customers to investigate the root cause and implement CAPAs [corrective and preventive actions], Cathay Pacific Cargo has been collaborative and cooperative in sharing information and ensuring that issues are addressed and corrected accordingly.”

Johnson says that her experiences have shown PHARMA LIFT to be a reliable product and, importantly, the cold-chain knowledge at Cathay Pacific Cargo has been exceptional on both sales and operational levels. She cites an example where challenging requirements were solved by the team: a customer required an emergency shipment of 48 active containers of a specific type that is not readily available and needed the shipments to be staggered across a span of one-and-a-half weeks.

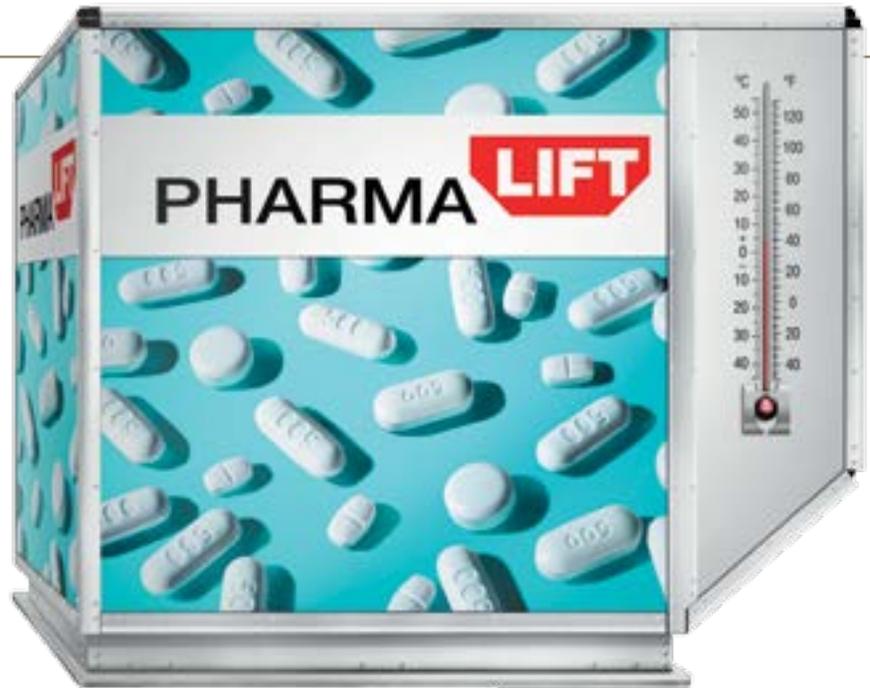
專責全球醫藥產品運送服務的 Marissa Johnson時刻謹記，運送藥品攸關生死，更經常提醒自己，「藥品是否妥善運抵終點，關乎病人性命。」

Johnson於DHL Global Forwarding的溫度調控空運服務部門LifeConEx，擔任北美地區業務發展經理，她認為自己更像是個冷凍鏈方案的顧問兼設計師。她的工作需要了解客戶在託運醫藥級貨物的各種需求，包括找出物流過程中較為薄弱的環節，以及評估冷凍鏈設備及風險管理的相關措施，然後再根據這些因素制定合適的貨運方案。

Johnson表示：「我會為貨運路線、貨物所需的保護措施，如使用保溫毯及合適的『主動式』集裝箱等等，提供意見，並與客戶講解各個可行方案的利弊。在整個過程中，我需要與客戶所屬機構內不同範疇的員工接觸，有時候包括包裝工程師、品質監控人員，以及物流部門的員工。」

Johnson從事專門物流的工作已經16年，過去六年來則專注於生命科學及生物科技方面的貨運服務。在此之前，她負責處理半導體行業的工作。她同時也是國際航空運輸協會（IATA）的認可導師，教授如何處理「對時間及溫度敏感的醫療健康貨物」。

LifeConEx與全球各地不同規模的生命科學



The challenge was getting enough active containers at origin to meet the shipping schedule. Despite various obstacles, Cathay Pacific Cargo pulled through with the number of containers required, executing the shipments without a hitch.

“This particular situation is etched in my memory because the customer

at the time was unaware of the criticality and sensitivity of the impediments that were happening in the background,” she says. “At the appropriate time, I made sure the customer understood the incredible feat that Cathay Pacific Cargo carried out to make this happen. The customer was very appreciative of this.”

機構合作，其客戶來自跨國製藥公司、生物科技機構，以至大學的科研人員，他們專門研製藥品及生物製劑、醫療設備、臨床研究及樣本等。相關藥品除了疫苗和血清治療藥物之外，還包括治療糖尿病、癌症及罕見病的藥物。

在運送這類貨物時，Johnson與同事需要確認參與運送過程的所有人員，從貨車司機、貨運代理、航空公司，以至報關員等各個環節，均可有效執行醫藥貨物的冷凍鏈貨運程序，而不會將這類醫療級貨物當作一般鮮活貨物處理。她解釋：「我們必需確認所有人都具備『優良運銷規範』基礎知識以外的專業知識。」

具體來說，空運夥伴必須具備適當的冷凍鏈程序及指引文件（清單及標準工作程序），以及訓練有素的員工，確保他們能正確處理醫藥級貨物，包括正確選用專門用來運送醫藥貨物的「主動式」集裝箱。Johnson指出：「對我們來說，設有醫藥貨物專用冷藏室的航空公司佔有極大的優勢。另外，他們還必須提供準確的物流流程資訊、特殊情況通報機制、「主動式」集裝箱的溫度數據，以及「被動式」包裝貨物的正確貯存資訊，而且不論有否採用RFID無線射頻識別技術或資料記錄器，都能盡可能即時提供相關資料。」

Johnson表示，國泰貨運的PHARMA LIFT提供多項出色服務，當中包括網上溫度監測，以及香港與加州Sacramento提供的24小時支援服務。她表示：「許多公司並不會將貨物運送過程的資訊透明度列為服務特色之一，但這點對運送醫藥級貨物來說相當重要。LifeConEx「點到點」全程管理貨運過程，當資料顯示貨物在運送途中出現溫度差異，客戶會要求LifeConEx查找問題根源及採取CAPAs（糾正及預防措施），國泰貨運能夠提供協助及分享相關資訊，並會正視及解決問題。」

她表示與國泰合作的經驗顯示，PHARMA LIFT穩健可靠，更重要的是，國泰貨運的銷售及營運人員均表現超卓。她舉例表示，國泰貨運團隊具備排除困難以滿足客戶需求的能力。「有位客戶必須使用48個特殊的『主動式』集裝箱緊急運送貨物，但集裝箱的數量有限，而且貨物需在一個半星期內分批運送完畢。要在貨物出發地安排足夠的『主動式』集裝箱、並在期限內完成運送任務是一大挑戰。但國泰貨運從容解決各項問題，不但安排足夠的集裝箱，還如期順利完成任務。」

「該次經歷令我相當難忘，因為當時客戶並未察覺該項任務背後所涉及的緊急及敏感程度。其後，我於恰當的時機告知客戶國泰貨運為了完成任務所作出的努力，客戶為此表達了他的衷心感激。」 CC

By Greg Truman

Fields of dreams

球場風光

Going to a national ball game may be the key to understanding the spirit of an American city
如想體會一個美國城市的精粹，不妨到當地觀看一場球賽

JACK NICHOLSON is not acting, but the three-time Academy Award winner is putting on quite a performance courtside, berating the referees like an overly involved parent. His “boys”, including the masterful Kobe Bryant (now out for the season with an injury), would be just fine without Hollywood movie stars pleading their case, but it wouldn't be a Los Angeles Lakers home game if there weren't at least a dozen celebrities screaming themselves hoarse from some of the most prized spectator seats in sport.

It's difficult to know where to look at the Staples Center in downtown Los Angeles. You could watch the game – an electrifying show put on by the 16-time National Basketball Association title winners – but then you would miss out on the people-watching. At any given game you are likely to see actor Leonardo DiCaprio,

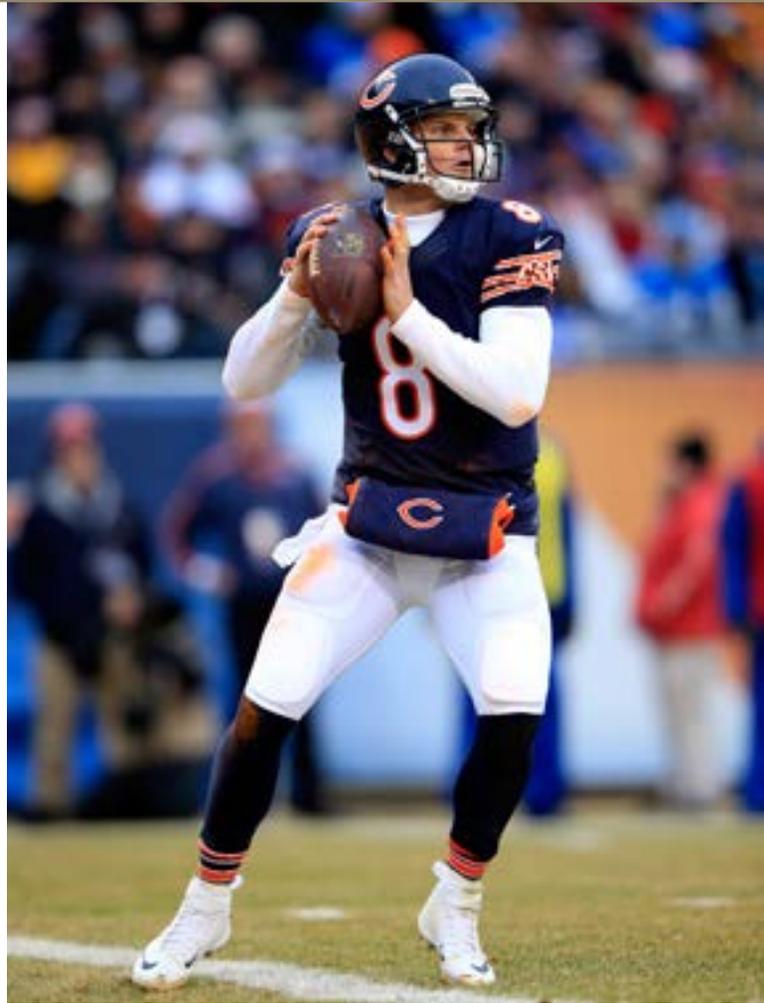
pop singer Adam Levine, Flea of the Red Hot Chili Peppers, film veteran Dustin Hoffman and maybe other Hollywood heavyweights such as Tom Cruise, Steven Spielberg and Denzel Washington. And it wouldn't be Los Angeles without a smattering of obscene wealth, a role often filled by surgeon Patrick Soon-Shiong, the city's richest man. There is also a little intrigue in the form of a woman known for decades to Lakers fans only as “the mysterious Asian lady” who shows up to games regularly. Turns out she is Yori Saneyoshi, a granddaughter of Japanese industrialist Masao Saneyoshi.

Attending a Lakers game at Staples Center provides a powerful sampling of the essence of Los Angeles. Indeed, attending a sporting event is a sure way to experience an American city in microcosm. Just as the star presence in Los Angeles can be blinding, you

can take in a heady mix of power and tradition at a New York Yankees baseball team's home game. Or when in Chicago head to Soldier Field, where 61,500 spectators urge the local Bears football team to make the metropolis proud.

It's not only the kind of crowd these events attract but also the food on offer, the frivolity and the game-time humour that make them memorable and instructive on what makes a city tick.

“We have the best fans,” says Lakers spokesman John Black, pointing out that the entertainment isn't confined to the court or the antics of celebrities. Up in the 300 Level, where good seats can be hunted down for less than US\$40, fans alternate between hollering support and sampling quality sushi, Mexican bites or pizza. On most nights you can join in the “we want tacos” chant,





From left to right, the Chicago Bears, the New York Yankees and the Los Angeles Lakers have some of the most illustrious histories in American sports

從左至右：美式足球芝加哥熊隊、紐約洋基棒球隊與洛杉磯湖人籃球隊，均是美國體育史上成就最輝煌的隊伍

曾

三度榮獲奧斯卡獎的演員 Jack Nicholson 在場邊訓斥裁判，就像個憤憤不平的家長，他七情上面，卻並非在演戲，而是替 NBA 頂級球星 Kobe Bryant（本季已因傷不能參加餘下比賽）和他的隊友抱不平。其實即使沒有荷李活大明星替他們出頭，他們仍會在場上努力比賽，但如果沒有十來個巨星在最昂貴的觀眾席上瘋狂叫嚷打氣，這就不是洛杉磯湖人隊的主場比賽了。

在洛杉磯市中心的 Staples Center 體育館觀看比賽，球場內外都令人目不暇給。當你欣賞曾 16 次贏得美國職業籃球聯賽總冠軍的湖人隊在場上落力演出，卻可能會錯過觀眾席上一眾名人的百態。在任何一場賽事上，你很可能會見到演員 Leonardo DiCaprio、流行歌手 Adam Levine、樂團 Red Hot Chili Peppers 的成員 Flea、影星 Dustin Hoffman，甚至荷李活殿堂級人物如 Tom Cruise、Steven Spielberg 及 Denzel Washington 等。此外，在一眾名人裡，還要夾雜一些超級富豪，才算得上是典型洛杉磯盛會。因此，城中首富之一黃馨祥博士也是座上客，有時還可見

到神秘名人現身。例如數十年來，湖人隊球迷經常見到一位「神秘的亞洲女士」前來看球賽，後來才曉得這位女士是日本工業家 Masao Saneyoshi 的孫女 Yori Saneyoshi。

在 Staples Center 體育館觀看湖人隊比賽，可充分體會洛杉磯的精粹。事實上，要感受一個美國城市的縮影，到該市觀看球賽確是個好方法。在洛杉磯可以看到星光熠熠的名人聚首一堂；看紐約洋基隊的棒球賽，則可看到力量與傳統的結合。到訪芝加哥時，不妨前往軍人球場觀看美式足球賽，感受場內 61,500 位觀眾為主隊熊隊打氣，希望他們為芝加哥爭光。

這些盛會除了賽事引人入勝之外，還有場內提供的美食、無拘無束的氛圍，以及比賽中出現的有趣場面；這些元素構成難忘的賽事，也大大增加了一個城市的魅力。

湖人隊發言人 John Black 指出，球賽引人入勝之處，並非只是場上的比賽和場邊名人巨星的舉動，他說：「還因為我們有最棒的球迷。」只需付不到 40 美元票價，就能買到看台頂端 300 區域的好座位。此區的觀眾不時會大聲叫喊為球隊打氣，一邊品嚐美味壽司、墨西哥美食或意大利薄

餅。在大部分比賽，觀眾很多時都會一同高呼「我們要墨西哥捲餅」，因為如果主隊獲勝，而對手的得分低於 100 分的話，當地一家快餐店就會向在場每位球迷贈送兩個墨西哥捲餅助慶。

在洛杉磯，最重要的就是惹人注目，因此大家的焦點總是落在球場內與球員極為接近的最前排位置上。這個親近球員的特權價值不菲，因為場邊席的季票每張價格 116,000 美元。偶爾有場邊席季票的持有人會將座位「出租」一晚，但價錢卻往往貴得驚人。Black 說：「場邊席的底價為每場 2,700 美元，但我亦聽說過有人出價高達 15,000 美元。」

可惜的是，即使願意花再多的錢，還是不大可能坐在 Jack Nicholson 這些巨星旁邊，或是找到一個場邊座位，極可能被一名身高兩米、體重 115 公斤的大前鋒飛撲爭球時落在你身上。Black 解釋：「場內只有 124 個場邊座位，就像加州馬里布的海景豪宅一樣，永遠是供不應求，因此售價非常昂貴。所有場邊座位都由季票持有人擁有，而且已經有一段時間沒有人放售。我知道不少人都將季票的擁有權列入遺囑中，甚至有人在離婚時，苦苦爭取季票的擁有權。」

a rousing reference to a local fast-food joint's reward of two tacos for spectators should the home team win while allowing the visiting team to score fewer than 100 points.

But Los Angeles is about being seen and the spotlight is on those in close proximity to the players as much as the athletes themselves, a privilege that comes at a considerable cost – US\$116,000 for the season, to be exact. On rare occasions, a holder of a courtside season ticket may decide to rent out a seat for the night, but prices are appropriately exorbitant. “The base price of courtside tickets is US\$2,700 per game. However, I’ve heard of prices as high as US\$15,000,” Black says.

Unfortunately, for the most part no amount of money will buy you a chance to slide in next to Nicholson or secure a spot where there is a good chance a two-metre, 115-kilogram power forward will land in your lap. “There are only 124 courtside tickets and, like Malibu beachfront property, the fact that there is so few available makes the demand – and value – extremely high,” Black says. “All the seats are held by season-seat holders and none have become available for quite some time. I know that it is common for people to leave the rights to them in their wills, and I’ve also known of people who’ve fought bitterly over them in divorce settlements.”

For a distinctively New York experience, the team to see is the Yankees, whose games are also filled with celebrities carrying high-priced tickets. For decades, members of New York



Sports fans pack into Staples Center in Los Angeles (above) and Yankee Stadium in New York (right), settings that reveal the cities' personalities and priorities

擠滿球迷的洛杉磯Staples Center體育館(上圖)與紐約洋基體育場(右圖)的環境顯示了兩個城市不同的個性與取態

society have joined ambitious young business types and a cross section of the city's socially and ethnically diverse population for games in the Bronx, the city's poorest borough. Like New York City itself, the Yankees are all about success achieved by the best, no matter their background, beliefs or former allegiances. As the Frank Sinatra tune that blares out at the end of each game says: “If I can make it there, I can make it anywhere.”

Many high-flyers in the finance world end their day behind the home

plate at Yankee Stadium sipping on frozen cocktails and nibbling eggplant and mozzarella sandwiches and everyone in the 50,000 capacity stadium sings along to the old Village People hit YMCA with ground staff during the seventh-inning stretch, a traditional break time in baseball.

The original Yankee Stadium, nicknamed “the house that Ruth built” after legendary player Babe Ruth, was replaced by a US\$1.5 billion stadium in 2009. The astonishing new structure has been dubbed “the library” because of how quiet the crowd seems, an effect produced partly by the scores of glassed-enclosed suites that cater to well-heeled spectators.

But the team has initiated promotions to be more inclusive: some seats can be had for as little as US\$10. For US\$35 you can book a pre-game tour of the Yankees Museum and the adjacent Monument Park. You can also meet a current player before the game and secure a game seat as part of the Yankees' Inside Experience



An inflatable mascot ushers the Chicago Bears onto the field before a game

球賽開始前芝加哥熊隊由吹氣吉祥物伴隨進場



stadium-tour package, which will set you back about US\$675.

Few American sports teams can match the Yankees' history but one of the oldest teams in the National Football League, the Chicago Bears, has the distinction of registering more wins than any opponent since its founding in 1919.

And similar to the case in New York, Bear fans did not like everything about the revamp of their stadium, a 2002 gut renovation of Soldier Field. There is no chance, however, that the shiny modern complex will ever resemble a library: Bears supporters are among the most engaged and loudest of all. Unlike the spectators at Lakers matches, everyone at Soldier Field is focused on the game. VIPs get booed if they distract from the real stars, the hulking players in Chicago's navy blue and orange stripes. The city is cold and tough in the winter but the climate is a matter of city pride. No matter the weather – or their team's performance – Chicago's fans stand tall.

在紐約，若然要得到獨一無二的體驗，就要觀看紐約洋基隊的棒球賽。洋基隊亦吸引不少名人前來捧場，最佳座位的門票同樣是價格不菲。數十年來，紐約市內不少懷抱壯志雄心的年輕商界才俊，以及來自當地不同階層與種族的人士，紛紛前往市內最貧窮的布朗克斯區觀看棒球比賽。洋基隊就猶如紐約市一樣，不管你的出身、信仰或過去的國籍如何，只要是最優秀的人才，最終都會獲得成功。正如每場賽事完結前，都會響起著名男歌手Frank Sinatra其中一首名曲〈New York, New York〉，其中一句歌詞唱道：「如果我能在那裡成功，我在任何地方都能夠成功。」

不少財經界菁英會於下班後，坐在洋基體育場本壘板後方的觀眾席上觀看球賽，一邊呷著冰凍雞尾酒及享用茄子配意大利水牛芝士三文治。在這個可容納50,000人的球場內，所有觀眾與工作人員都會按傳統於第七局中場休息時，一同合唱男子組合Village People的經典金曲〈YMCA〉。

原有的洋基體育場被暱稱為「由Ruth蓋的房子」，此暱稱源於棒球名將Babe Ruth的出色表現令球場遠近馳名。但舊體育場已於2009年被造價高達15億美元的新球場取代。然而，部份球迷對這座宏偉的新建築略有微言，甚至稱之為「圖書館」，因為場內的氣氛較前平靜，部分原因是有多個為富豪特設的

包廂以玻璃幕牆圍隔，令觀眾席的氣氛不及以前熱鬧。

不過，球隊已推出優惠門票，部份座位的票價只需10美元。如想在比賽之前參觀球隊的博物館及毗鄰的紀念公園，票價是35美元。要是想與球員有直接交流的活，可參加由現役球員作導遊的Inside Experience賽前導賞團，然後再觀看比賽，價錢是675美元。

甚少美國體育隊伍能與紐約洋基隊輝煌的歷史相提並論，惟獨芝加哥熊隊可堪媲美。熊隊是國家美式足球聯盟（NFL）歷史最悠久的球隊之一，自從1919年成立以來，勝出的場數超過任何對手。

軍人球場是芝加哥熊隊主場，於2002年全面翻新之後，情況跟紐約洋基隊一樣，惹起球迷的不滿。然而，這個閃閃發亮的現代化體育場館，卻跟「圖書館」毫無相似之處。芝加哥熊隊的支持者十分熱情投入，打氣也經常力竭聲嘶。但他們跟湖人隊的觀眾有點不同，軍人球場上的觀眾全都聚精會神地觀看球賽。身穿海軍藍及橙色條紋球衣的熊隊球員個個身形健碩，被視為球場內真正的巨星，如果貴賓席上有人想搶他們鋒頭的話，就會被其他觀眾喝倒采。芝加哥的冬天寒風刺骨，但是當地人以能夠堅強地面對這種凜冽的天氣而自豪，就如對於市內的球隊，不管表現如何，球迷的熱情依然一往如昔，傾情支持。CC

App and away

瞭若指掌

New mobile app for cargo customers

為貨運客戶推出全新流動應用程式

CATHAY PACIFIC AIRWAYS has launched a new cargo mobile application that offers cargo agents, forwarders and customers greater convenience when tracking shipments, in addition to a wide range of other information relevant to the operations of Cathay Pacific Cargo.

Building on the services available at www.cathaypacificcargo.com, the new Cathay Pacific mobile app allows customers to track shipments through their smartphone or tablet device at any time and from anywhere. Customers can also review the e-booking status of their shipment by logging into the app, just as they would with the cargo website.

The list of functions available on the mobile app includes:

- Tracking of multiple air waybills through "Track & Trace"
- Saving air waybills in "My Favourites"
- Checking flight schedules and the latest arrival and departure times

Check flight schedules, find office locations and submit forms with the new Cathay Pacific Cargo app

用戶可透過國泰貨運應用程式查閱航班資訊、辦事處地址和提交表格

- Checking shipment loadability
- Cathay Pacific office locations
- The latest news about Cathay Pacific Cargo
- The new "Cathay Pacific Cargo" app is now available for download from both the Apple iTunes and Google Play stores.



國泰航空宣佈為貨運客戶推出全新流動應用程式，為貨運代理、付貨人及收貨人追蹤貨件提供更大的便利。此外，程式亦會提供其他與國泰貨運有關的實用資訊。

全新的應用程式沿用現有國泰貨運網站

www.cathaypacificcargo.com的功能，用戶可以透過智能電話及平板電腦，隨時隨地追蹤貨件的情況。用戶亦可登入程式，檢查其訂艙狀況，形式與透過網站查閱一樣。

有關應用程式的部分功能如下：

- 透過「貨件追蹤」功能追蹤多張不同空運提單
- 於「我的最愛」儲存空運提單
- 查閱貨運航班，以及出發與抵達的時間
- 查閱裝載可能性
- 國泰辦公地點
- 國泰貨運的最新消息
- 國泰貨運應用程式「Cathay Pacific Cargo」可在Apple iTunes 及 Google Play stores 下載。CC



Hidden dangers

轉危為機

By Alex Frew McMillan

Increasing consumer-electronics and e-commerce shipments raise the issue of best practices for identifying and handling potentially dangerous goods in cargo

隨著電子產品和電子商業貨運增加，識別和處理貨物中的潛在危險品也日益困難

Accurate declaration of cargo contents is of great importance according to Candy Chan, Cargo Services Manager, Dangerous Goods & Special Cargo

國泰危險品及特殊貨物服務經理陳珮珊指出，準確地申報貨物內容至關重要



THE BOOM IN e-commerce is part of a corresponding boom in the amount of dangerous and potentially dangerous goods that are being shipped around the world – not least of them lithium-ion batteries (see page 22). And that in turn means a boom in business for Cathay Pacific Cargo's **dg LIFT** speciality-shipment service option.

Cathay Pacific Cargo has specialist cargo products for shipping everything from pharmaceuticals to valuables, fresh fruit and race horses. Dangerous goods are among the most challenging products to transport, so Cathay Pacific's dangerous-goods specialists must also play part-time detective.

"The main challenge with air cargo is to identify any hidden, undeclared and misdeclared dangerous goods," says Candy Chan, Cargo Services Manager, Dangerous Goods & Special Cargo, at Cathay Pacific.

Mistakes that occur often happen unintentionally. Companies shipping goods may fail to brief their cargo agents properly on the contents of their shipments.

"The cargo system is based on the trust system," says Kenneth Tsui, Manager of Cargo Sales in Hong Kong. "Everyone along the supply chain has a role and responsibility to play."

Mail and courier packages are a particular problem because the shippers themselves, often individual citizens without much knowledge of

電

子商業活動的興旺，是構成運往全球各地的危險品和潛在危險品數量上升的部分原因，尤其是鋰離子電池（見第22頁），連帶國泰貨運**dg LIFT**特殊貨運服務的生意也欣欣向榮。

國泰貨運提供多種特殊貨運服務，從醫藥品、貴重品、新鮮水果到比賽用的馬匹都有。在各類貨品當中，運送危險品是一大考驗。國泰負責處理危險品運送的人員不只是有關方面的全職人才，亦是兼職調查員。

國泰航空危險品及特殊貨物服務經理陳珮珊說：「航空貨運的最大挑戰是要找出任何隱藏、沒申報及誤報的危險品。」

錯誤多屬無心之失。付運的公司可能沒有適當地向貨運代理交代貨物的內容。

國泰航空香港貨運營業經理徐偉德說：「貨運系統建基於信任，供應鏈上每個人都有自己的角色與責任。」

郵件及快遞包裹出現問題的情況尤其嚴重，

DG **LIFT** SHIPPING PROCEDURES
危險品貨運程序



1 DOCUMENTATION 填寫文件

Shipper or cargo agent must complete the Dangerous Goods (DG) documentation, classify, pack, mark and label the shipment in accordance with regulations and airlines' requirements

付運人或貨運代理必須填寫危險品 (DG) 文件，按規例和航空公司要求分類、包裝、標明和標籤貨物



2 INSPECTION 仔細檢查

Cathay Pacific DG-qualified experts inspect documents, packages and packaging

由國泰航空擁有處理危險品證書資格的專家檢查貨物文件、包裝和包裝箱



7 DELIVERY TO CONSIGNEE
交付收貨人

Goods are delivered to the consignee
將貨物交給收貨人

6 ARRIVAL 貨物抵埗

On arrival, unloading and storage are carried out according to regulations and Cathay Pacific requirements

貨物抵達後，按照規例和國泰的要求執行卸貨及存放程序

shipping requirements, may simply not realise that their goods carry an extra threat.

Sometimes the explanation isn't so innocent. Given the special handling, labelling, packaging, paperwork and safety measures involved, dangerous-goods shipments incur significant extra costs. Some shippers or even cargo agents look to cut corners by declaring dangerous-goods shipments as regular cargo.

To avoid that particular threat, Cathay Pacific's front-line acceptance staff members are "guards", Chan says, ensuring that any dangerous goods are identified and handled correctly. A Cathay Pacific representative is the chair of the Carrier Liaison Group and, under that, the chair of a working

group on dangerous goods. These get-togethers with other airlines and ground-handling agents help them share knowledge on regulatory compliance – and the latest trends in undeclared dangerous goods.

Whether on the airline side or in ground-handling operations, all of Cathay Pacific's dangerous-goods staff must hold full Category 6 certification. The courses cover the IATA regulations on dangerous goods classification, packaging, shipping and handling procedures. Each staff member must also undergo biennial ongoing training to stay abreast of the latest developments.

In general, most customers comply with the rules and the spirit of the shipment industry. Agents are normally

familiar with the regulatory paperwork involved, although Cathay Pacific staff help with airline-specific forms and information such as the loading and unloading procedures.

Besides IATA regulations, dangerous goods shipments must also comply with the requirements of the state of origin, the destination and the countries the aircraft flies over. Every pilot is given a NOTOC (Notification to Captain) heads-up that a dangerous-goods load is onboard.

Cathay Pacific is approved by the Civil Aviation Administration of China to carry dangerous goods to and from six cities in Mainland China, while Dragonair has permission to serve 12, including the six that Cathay Pacific serves: Beijing, Chengdu, Chongqing,

DANGEROUS GOODS STORAGE



3 ACCEPTED 接納貨件

If the shipment is accepted, the goods will be stored in the dedicated DG storage room until departure

若貨件通過檢查，貨物在上機之前，會一直存放在專用的危險品儲存室

REJECTED 拒絕貨件

If the shipment is rejected, the goods will be returned to the cargo agent with the reasons for the rejection

若貨件不能通過檢查，貨物會被送回貨運代理，並列明拒絕理由

4 BUILD-UP 依例集裝

Special build-up and loading according to regulations and Cathay Pacific requirements

貨物要根據規例和國泰航空的要求，進行特別的集裝及裝載

5 NOTOC 機長通知單

Notification to Captain (NOTOC) prepared and handed to captain

準備機長通知單並交給機長



Fuzhou, Guangzhou, Hangzhou, Nanjing, Qingdao, Shanghai, Wuhan, Xiamen and Zhengzhou.

Although regulators have approved the shipment of all the dangerous-goods categories, the two airlines have placed their own restrictions, for instance only shipping excepted lithium-ion batteries and lithium-metal batteries through Guangzhou, Hangzhou, Qingdao and Wuhan.

China has its own idiosyncrasies, classifying some biological and medical samples as dangerous goods that wouldn't be treated that way elsewhere, therefore airlines are required to have a valid dangerous-goods permit before they are allowed to transport even excepted lithium batteries to, from and within China.

因為一般寄件者多數不熟悉貨運要求，可能不知道他們託運的貨物存在風險。

然而，有時並非無心之失。鑑於運送危險品涉及特別處理、標籤、包裝、證明文件及安全措施，需要多付額外費用。有些付運人或貨運代理為節省開支，把危險品申報為普通貨物。

陳珮珊說為防患未然，負責收取貨物的前線員工會扮演「守衛」角色，找出所有危險貨物，加以妥善處理。國泰航空現時亦有派代表擔任航空公司貨運聯絡小組及旗下一個危險品工作小組的主席，與其他航空公司及地勤服務代理商進行交流，分享業內最新的規管政策，以及未申報危險品的最新趨勢。

不管是在航機上還是在地面處理危險品的國泰員工，都必須持有危險品培訓規定中第六類操作人員資格的全面證書。證書課程涵蓋IATA（國際航空運輸協會）就危險品分類、包裝、付運及處理程序的規定。員工更需要接受兩年一次的持續培訓，以掌握最新的規例。

總括來說，大部分顧客都緊遵貨運業的規例

與宗旨，代理一般也很熟悉法例相關的文件，而國泰員工亦會協助他們填寫航空公司的特定表格，以及提供裝卸貨物程序等資料。

除了IATA的規定外，運載危險品時還必須遵守航機出發地、目的地及途經國家的規例。每位機長都會獲發機長通知單（NOTOC），提醒他們注意航機上載有危險品。

國泰航空獲中國民用航空局授權，獲准運送危險品進出六個內地城市，港龍航空則可進出包括國泰六個城市在內的12個城市，分別為北京、成都、重慶、福州、廣州、杭州、南京、青島、上海、武漢、廈門及鄭州。

雖然監管機構准許國泰及港龍運送所有類別危險品，但兩間航空公司都自行制定規限，例如只會經廣州、杭州、青島及武漢運載規例中的第二部分鋰離子及鋰金屬電池。

中國有些規定與其他地方不同，例如將一些生物及醫學樣本歸類為危險品。因此航空公司需擁有有效的危險品許可證，才可運送鋰電池進出內地，以及往來內地不同城市。CC

By Alex Frew McMillan

Power points

能量電池

Safe handling is essential with lithium-ion batteries
處理鋰電池貨物時，必須以安全為上

THE TECHNOLOGY boom has resulted in an increasing number of goods that carry lithium-ion batteries, such as smartphones, laptops and cars. Lithium has a high energy density, allowing batteries to store a lot of punch in a small, lightweight package.

They can pack a punch when something goes wrong, too. Lithium-ion batteries are dangerous because they can spark a fire themselves and because they act as fuel to any external flame that reaches them.

Along with lithium-ion batteries that have been found emitting smoke while in a plane's cargo hold, two of Tesla's new luxury sedans caught fire in the United States in incidents blamed on road debris damaging the undertray of the vehicle that stores the batteries. Laptops, mobile phones – they're all smouldering away on videos posted to YouTube.

Lithium is the least-dense metallic element, but it also belongs to the same highly reactive alkali metal group as sodium and potassium, which many a chemistry student will have witnessed go up in a puff of smoke.

It must be said that, of the billions of batteries in circulation, lithium fires are one in a million. But that's one too many. The explosion in

Lithium-ion batteries are used in many consumer electronics as they are lightweight and rechargeable

許多電子產品都採用鋰電池，因為它們輕巧及可以再充電

e-commerce activity could result in very real combustion if the batteries are shipped and handled incorrectly.

Last December, IATA published a free online manual, the *Lithium Battery Risk Mitigation Guidance for Operators*, after extensive industry consultation. "It is great to see IATA taking the initiative to collect ideas from the national civil aviation authorities and airlines and share them with the industry," says Candy Chan, Cargo Services Manager, Dangerous Goods & Special Cargo.

Apart from giving input for that guide, Cathay Pacific Cargo's dangerous-goods team helps educate shippers on the best practices for handling lithium-ion batteries, through direct contact and seminars. These efforts help Cathay Pacific strengthen its own internal operating procedures, as well as exploring how to improve aircraft safety, such as by deploying fire-containment covers to isolate any potential trouble before it starts.

科技熱潮方興未艾，採用鋰電池的產品不斷增加，例如智能手機、手提電腦及汽車等。鋰的能量密度高，令體積細小精巧的電池可以儲存更多能量。

然而一旦出現問題，鋰電池也會發出巨大的衝擊力。鋰電池屬危險品，因為它本身不但可以自燃，與其他外來火焰接觸時更會成為助燃的燃料。

除了曾發生鋰電池在航機貨艙冒煙事故之外，更被指導致兩架Tesla豪華轎車在美國起火焚燒，起因是路面的碎片損壞了儲存鋰電池的汽車底盤。在YouTube上，更經常看到手提電腦和智能電話燃燒冒煙的短片。

鋰是密度最低的金屬元素，但它與鈉、鉀同樣屬於高活性鹼金屬，許多學生上化學課時都看過這些金屬冒煙的情景。

必須指出的是，在數以億計流通的鋰電池當中，鋰電池著火的機會只有百萬分之一。儘管如此，卻不能掉以輕心，畢竟電子商貿活動近年激增，若然不正確地運送和處理鋰電池，很可能會發生嚴重的燃燒事故。

IATA廣泛諮詢業界後，於去年12月發佈關於鋰電池風險的免費網上指引《Lithium Battery Risk Mitigation Guidance for Operators》。國泰危險品及特殊貨物服務經理陳珮珊說：「我們很高興見到IATA主動收集多個國家民航部門及航空公司的意見，並與業界分享。」

國泰貨運危險品團隊除了為指引提供意見外，也透過直接面談及舉辦座談會，向付運人講解處理鋰電池的最佳方法。這些工作也有助國泰加強內部運作程序，同時探索改進航機安全的措施，如鋪上有防火功效的覆蓋物，防患於未然。CC



In control

全面掌控

Cathay Pacific Cargo rolls out a new container option for temperature-sensitive shipments
國泰貨運推出全新的集裝箱，為運送對溫度敏感的貨物提供新選擇

CATHAY PACIFIC Cargo has expanded the range of containers that it uses for shipping pharmaceuticals and other temperature-sensitive goods under an agreement with German air-cargo equipment company DoKaSch.

The option to use DoKaSch's most technologically advanced active containers, the RKN Opticooler and the RAP Opticooler, will be rolled out across the airline's network in the first quarter of 2015.

"Cathay Pacific Cargo is pleased to be the first Asian carrier offering our customers an alternative solution for their temperature-sensitive air-cargo shipments," says Mark Sutch, Cathay Pacific's General Manager Cargo Sales & Marketing.

"In a growing market, and in Asia in particular, we can provide the entire range of active containers, enabling us to offer our customers the best possible air-cargo solution to meet their needs," he says.

DoKaSch Temperature Solutions is a specialist in climate-control solutions for air cargo, offering containers capable of safeguarding the efficacy of vital pharmaceuticals throughout global transportation chains. Made in Germany, the Opticooler is well known in the industry for its exceptional reliability and performance.

Andreas Seitz, Managing Director of DoKaSch Temperature Solutions, says: "We are very pleased to sign

this contract with one of the leading carriers of temperature-sensitive goods. We are convinced that this cooperation with Cathay Pacific will provide a great solution for pharmaceutical shippers and forwarders around the globe."

With this rental agreement, DoKaSch joins Envirotainer and Csafe as providers of containers used by Cathay Pacific Cargo.



國泰貨運與德國空運設備公司DoKaSch簽訂合作協議，為運送藥品及對溫度敏感貨物所採用的集裝箱增加選擇。

2015年第一季度，國泰航空將逐步在各貨運航點推出DoKaSch採用最新技術的RKN Opticooler及RAP Opticooler「主動式」冷凍集裝箱。

國泰貨運營業及市務總經理薩孟凱表示：「國泰貨運很高興能成為首間亞洲航空公司，為客戶提供新的集裝箱選擇，運送他們對溫度敏感的貨品。」

他說：「在新興市場，尤其是亞洲，我們可以提供整套『主動式』集裝箱方案，為客戶帶來最佳空運服務，滿足他們各方面的要求。」

DoKaSch Temperature Solutions專門為對溫度控制有嚴格要求的貨物提供空運方案，其集裝箱能有效確保重要藥品在全球運送過程中保持品質不變。德國製造的Opticooler冷凍集裝箱憑著可靠性及出色表現，於業界聞名。

DoKaSch Temperature Solutions執行董事Andreas Seitz說：「我們非常高興能與空運界的恆溫貨運專家之一：國泰貨運簽訂協議。我們深信與國泰的合作，將為世界各地的藥物付運人和代理商帶來更優質的空運方案。」

在簽署此租賃協議後，DoKaSch繼Csafe及Envirotainer之後，成為國泰貨運的集裝箱供應商。CC

The Opticooler by DoKaSch is a technologically advanced container known for its reliability

DoKaSch的Opticooler冷凍集裝箱採用先進技術，於業界以可靠性聞名

www.dokasch-ts.com



by Simon Roughneen

Fresh source

「鰻」有引力

Indonesia's growing eel industry is well positioned to meet Japan's demand for the popular delicacy
印尼增長中的鰻魚養殖業正好滿足日本人對鰻魚料理的熱愛

JAPANESE CONSUMERS who love to eat eel, known to international foodies as *unagi*, have been paying a premium for the slithery fish since its numbers declined to critical levels years ago. And now, it seems there is more bad news.

Last year, the Japanese eel, European eel and American eel – all caught mostly to meet the demand in Asia – were added to the International Union for Conservation of Nature (IUCN) list of endangered species. Eel populations have fallen by 90 percent in the past three decades due to overfishing and habitat damage.

Part of the challenge for conservationists aiming to revive eel numbers is the mystery surrounding eels' life cycles. The creatures are born in the ocean and migrate thousands of kilometres to live in rivers, then returning to the ocean to spawn. But despite centuries of research into eels, scientists are only just beginning to understand their spawning grounds, mating habits and migration behaviour.

Meanwhile, Japanese diners are unlikely to stop eating *unagi*, which

is typically basted with a sweet, dark sauce, grilled and then served over white rice. The dish is especially popular during the Japanese summer when the vitamin-rich eel is believed to offer replenishment from the draining hot weather.

Indonesia has seen an opportunity in Japan, where about 70 percent of the global catch is consumed. A recent research paper published by Indonesia's Bogor Agricultural University noted the decline in numbers of the Japanese and European eel species and the importance of tropical eels in today's market.

According to Toni Ruchimat, Director of Fisheries Resources at Indonesia's Ministry of Marine Affairs and Fisheries, the country could quickly double eel exports from current levels. "Collection of data and research information show that there are opportunities for Indonesia to increase industries' capacity, which include eels-fishing, eels-culture, as well as eels-processing industries," he says.

On a rain-swept beach on Java's south-western coast, the town of Pelabuhan Ratu is the heart of Indonesia's nascent eel industry.

Photo: Minowa Studio/Amanaimages/IC





本人愛吃鰻魚，但自數年前鰻魚的數目已下降至危險水平後，吃鰻魚要付出昂貴價錢。不幸的是，近日再有更多壞消息傳出。

主要供應亞洲市場的日本鰻、歐洲鰻和美洲鰻去年被國際自然保護聯盟（IUCN）列為瀕危物種。由於過度捕撈，加上棲息環境受到破壞，鰻魚的數量在過去30年大幅下降了九成。

鰻魚保育工作困難重重，究其原因，是人類對牠們的生命周期所知不多。鰻魚在海洋出生，之後洄游數千公里到河裡生活，最後卻返回海洋交配產卵。雖然科學家已研究了數百年，但直至現在才稍稍了解牠們的產卵地、交配習性和遷徙行為。

鰻魚瀕危的事實並未改變日本人嗜吃鰻魚的口味。日本人最愛吃蒲燒鰻魚——先在鰻魚身上塗上黑黑的、甜甜的醬汁，烤得甘香豐腴伴白飯吃。鰻魚飯在夏天特別受歡迎，日本人相信鰻魚營養豐富，夏天出汗太多，鰻魚有助補充體力。

全球各地捕獲的鰻魚，約有七成都會在日本出售，印尼人從中看到商機。印尼茂物農業大學近日出版的一份研究報告，便提出在日本鰻和歐洲鰻數量下降的情況下，熱帶鰻魚在現今市場的重要性。

印尼海洋事務及漁業部漁業資源主管Toni Ruchimat指出，印尼可以在短期內將現時的鰻魚出口量提升一倍。他說：「數據和研究資料顯示印尼可以提升有關行業的潛力，除了捕捉和養殖鰻魚，還可以發展鰻魚加工業。」

印尼的鰻魚業剛剛起步，位於爪哇西南岸的小鎮Pelabuhan Ratu可說是行業的心臟地帶。在一個受大雨沖刷過的海灘旁，入夜後數十漁民忙著捕撈全身近乎透明的幼鰻。海面波光粼粼，要找到、捉到這些幼鰻絕非易事。漁民會在水上掛燈，吸引幼魚游近身邊，伺機用網捕撈。

於2009年，日本人Ishitani Hisayasu在Pelabuhan Ratu成立了印尼首個鰻魚養殖場

In Japan, eels – or unagi – are typically enjoyed grilled, basted with a sweet sauce and served over rice

蒲燒鰻魚飯深受日本人喜愛



At night, dozens of fishermen try to net the tiny, almost translucent young eels, known as elvers. They are hard to spot in the shimmering waters and hard to catch. The men hang lamps over the waters to attract the young fish to where they stand, poised with nets in hand.

Ishitani Hisayasu, a Japanese national, set up PT Jawa Suisan Indah, Indonesia's first eel farm, in Pelabuhan Ratu in 2009. Tracing an index finger around a map of the vast Indonesian archipelago – made up of 13,000 islands – Ishitani says that the waters off the south of Indonesia are rich in eel suitable for Japanese-style dishes. "Now there are Koreans, Chinese, Taiwanese setting up eel farms here," Ishitani says. "There is a lot of interest in farming eel."

Agus Sujana, an eel farmer from East Java, says that he hopes to expand his business as demand grows. "I hope there are investors who want to give capital to me, that there is a mutually beneficial cooperation, and I can be more advanced and developed in this eel aquaculture," he says.

Scouring Jakarta's growing number of Japanese restaurants, eel is sometimes on, sometimes off the menu. In central Jakarta, eel dishes such as unadon – eel served over rice – cost about 150,000 rupiah (about HK\$90). It is out of reach for most people in a country where the average annual income per capita is only equivalent to about HK\$27,000.

Oktavianto Prastyo Darmono, a researcher at Bogor Agricultural University who studies Indonesia's

Eel in Japan (right) is favoured in the summer months when it is said to replenish energy and stamina.

With a miso glaze is it served as sushi (far right)

日本人喜歡在夏天吃鰻魚（右圖），認為可補充體力。燒鰻魚也可作壽司（最右圖）。



marine life, says in Indonesia eels have not traditionally been a food or a commodity for trade. "In Indonesia, the eel is still a mystery. The public does not know much about the potential of eel," he says.

Madi Dewanto, Cathay Pacific Cargo Manager Jakarta, says that the airline regularly flies eels from Indonesia to Hong Kong and Guangzhou, usually in shipments of five to 10 tonnes, and that the amounts have increased over the past five to six years. Small

quantities have gone to Japan but not with regularity.

But there are concerns that as Indonesia's eel economy grows, the same mix of overfishing as well as a dearth of knowledge about the creatures could result in the same kind of depletion that has led temperate eels to be classified as endangered species.

"We hope the government invests in research into the Indonesian eel," said Beni Sitanggang, Director at PT Jawa

Eel populations have fallen by **90 percent** in the past three decades due to overfishing and habitat damage

過度捕撈加上棲息環境受到破壞，鰻魚的數量在過去30年大幅下降了**百分之九十**



Suisan Indah. “We do not know much about their life cycle.”

Matthew Gollock, the IUCN’s leading eel specialist, said that tropical eels needed to be better understood if they are not to suffer the same fate as their northerly counterparts. “What became clear from our assessments,” he says, “was that tropical species were far less well understood compared to temperate species such as the European, American and Japanese eels.”

Fresh eels command a high price in Japan, where 70 percent of the global catch is consumed

在日本食用的鰻魚數量佔全球七成，鮮活的鰻魚在當地售價高昂



PT Jawa Suisan Indah。印尼由約13,000個島嶼組成，海域廣闊，他邊以食指指著地圖邊說，印尼南部海域有很多適合做日本料理的鰻魚。他指出：「現在來這裡興建養殖場的人來自南韓、中國及台灣。許多人都想在鰻魚養殖業分一杯羹。」

來自東爪哇鰻魚養殖場的Agus Sujana說，隨著需求上升，他希望可以擴充業務。他說：「希望有投資者願意注資給我的養殖場，彼此合作，互惠互利，我會利用資金引入先進技術發展養殖場。」

雅加達的日本餐廳愈開愈多，但不是每一間都有鰻魚供應。在雅加達中部，一碗鰻魚飯售

價約為150,000印尼盾（約90港元）。在這個每年人均收入只有27,000港元的國家，真的沒有多少人吃得起。

茂物農業大學專門研究印尼海洋生物的研究員Oktavianto Prastyo Darmono指出，傳統上印尼人不吃鰻魚，也不會買賣鰻魚。他說：「在印尼，鰻魚至今仍然像一個謎。公眾還未了解牠們的市場潛力。」

國泰航空雅加達貨運經理Madi Dewanto表示，公司會定期把鰻魚由印尼運往香港和廣州，每次由五至十噸不等，數量在過去五、六年不斷上升。另外，也有少部分鰻魚會運往日本，但貨期不定。

隨著印尼鰻魚業不斷發展，有人擔心過度捕撈，加上人們對鰻魚認識不深，有機會令這些熱帶鰻魚走上溫帶鰻魚的舊路，變成瀕危物種。

PT Jawa Suisan Indah總監Beni Sitanggang說：「希望政府能投放金錢對印尼鰻魚進行研究，我們對牠們的生命周期實在認識不多。」

國際自然保護聯盟的鰻魚專家Matthew Gollock指出，要避免熱帶鰻魚步較北地區鰻魚的後塵成為瀕危物種，人類必須好好了解牠們的生態。他說：「多份評估報告均清楚顯示，人類對熱帶鰻魚的認識，遠比對歐洲鰻、美洲鰻、日本鰻等溫帶鰻魚的認識為少。」





Cheers! Cathay Pacific Cargo management team (above) celebrate with members of the Cargo Clan Elite

乾杯：國泰貨運管理層（上圖）舉杯答謝國泰優越貨運貴賓會會員

Cheers, folks! 品嚐佳釀

Cathay Pacific Cargo raises a toast to its loyal customers
國泰貨運團隊舉杯答謝忠實客戶

CARGO CLAN ELITE members celebrated the festive season with the Cathay Pacific Cargo team in a wine-tasting dinner held at The Park Lane Hong Kong, a Pullman Hotel on 27 November, 2014. James Woodrow, Director Cargo, welcomed more than 100 guests and thanked them for their strong support and welcomed improved trading conditions in 2015. The guests enjoyed an evening of delicious food specially paired with selected red and white wines.

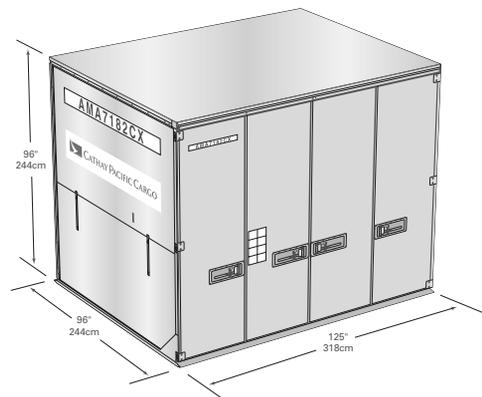
香港貨運營業部於2014年11月27日，假鉅爾曼酒店集團旗下的香港柏寧酒店，舉辦試酒晚會，以多款精挑細選的紅、白酒及與之搭配的佳餚，宴請國泰優越貨運貴賓會會員。國泰貨運董事韋靖致辭時首先歡迎100多位參加酒會的貨運代理精英，並答謝他們一直以來的支持，以及期望在2015年進一步改善貨運運作。





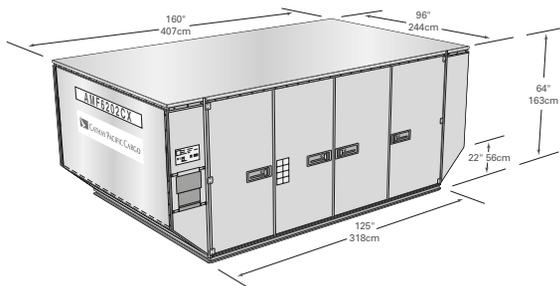
These are the Unit Load Devices (ULDs) that Cathay Pacific Cargo provides. Please visit www.cathaypacifccargo.com for detailed descriptions of each of the ULDs.

以下是國泰貨運提供的各式集裝箱。有關服務詳情，請瀏覽www.cathaypacifccargo.com 並參考各款集裝箱的詳情。



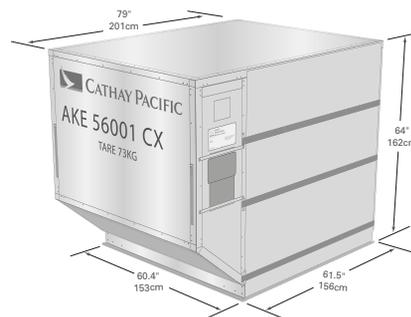
TYPE: AMA CONTAINER

| | |
|------------------------|------------------------|
| ATA Code | : M1 |
| Internal Volume | : 621 cu. ft. 17.58 mc |
| Tare Weight | : 477kg |
| Maximum Gross Weight | : 6,804 kg |
| Loadable Aircraft Type | : 747F |



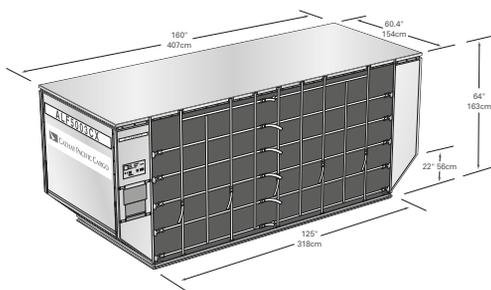
TYPE: AMF CONTAINER

| | |
|------------------------|--------------------------|
| ATA Code | : LD36 |
| Internal Volume | : 516 cu. ft. 14.6 mc |
| Tare Weight | : 315 kg |
| Maximum Gross Weight | : 5,035 kg |
| Loadable Aircraft Type | : 747, 747F, 777, Airbus |



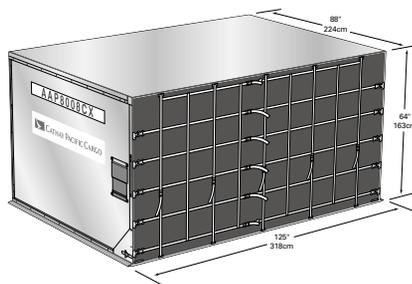
TYPE: AKE CONTAINER

| | |
|--------------------------------------|--------------------------|
| ATA Code | : LD3 |
| Internal Volume | : 152 cu. ft. 4.3 mc |
| Tare Weight (Light weight/Aluminium) | : 73 kg/100 kg |
| Maximum Gross Weight | : 1,588 kg |
| Loadable Aircraft Type | : 747, 747F, 777, Airbus |



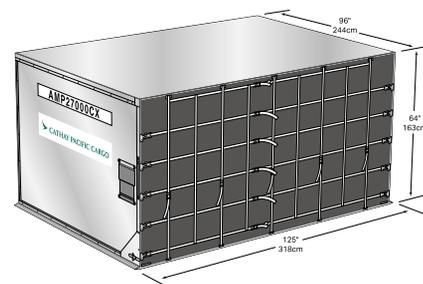
TYPE: ALF CONTAINER

| | |
|------------------------|--------------------------|
| ATA Code | : LD6 |
| Internal Volume | : 310 cu. ft. 8.78 mc |
| Tare Weight | : 157 kg |
| Maximum Gross Weight | : 3,175 kg |
| Loadable Aircraft Type | : 747, 747F, 777, Airbus |



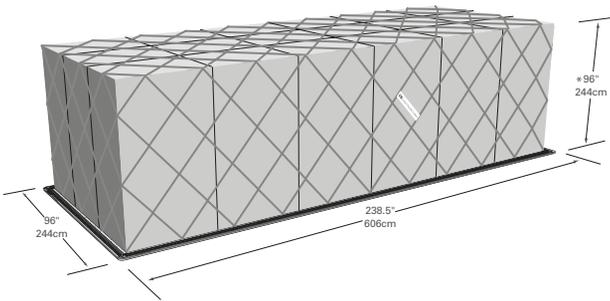
TYPE: AAP CONTAINER

| | |
|------------------------|--------------------------|
| ATA Code | : LD9 |
| Internal Volume | : 371 cu. ft. 10.51 mc |
| Tare Weight | : 220 kg |
| Maximum Gross Weight | : 4,626 kg |
| Loadable Aircraft Type | : 747, 747F, 777, Airbus |



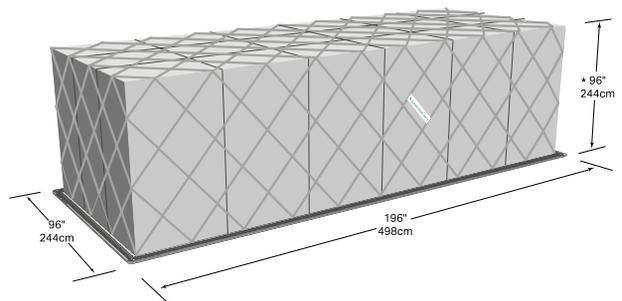
TYPE: AMP CONTAINER

| | |
|------------------------|--------------------------|
| ATA Code | : N/A |
| Internal Volume | : 406 cu. ft. 11.5 mc |
| Tare Weight | : 241 kg |
| Maximum Gross Weight | : 6,804 kg |
| Loadable Aircraft Type | : 747, 747F, 777, Airbus |



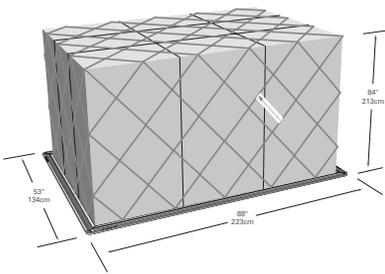
TYPE: PGA PALLET

Size – Base : 96" x 238.5" * Q6 Contour
 – Height : *96", **118" ** Q7 Contour
 Tare Weight : 565 kg
 Maximum Gross Weight : 13,608 kg
 Loadable Aircraft Type : 747F



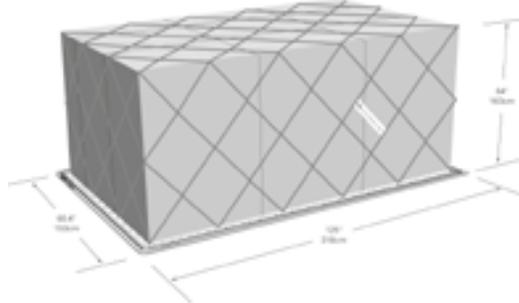
TYPE: PRA PALLET

Size – Base : 96" x 196" * Q6 Contour
 – Height : *96", **118" ** Q7 Contour
 Tare Weight : 446 kg
 Maximum Gross Weight : 11,340 kg
 Loadable Aircraft Type : 747F



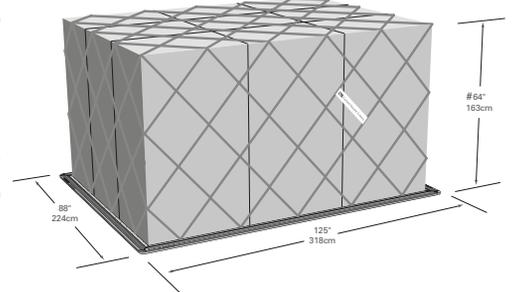
TYPE: PEB PALLET

Size – Base : 53" x 88"
 – Height : 84"
 Tare Weight : 55 kg
 Maximum Gross Weight : 1,800 kg
 Loadable Aircraft Type : 747F



TYPE: PLA PALLET

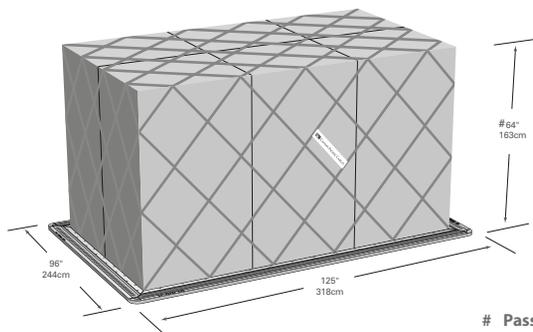
Size – Base : 60.4" x 125"
 – Height : 64"
 Tare Weight : 103 kg
 Maximum Gross Weight : 3,175 kg
 Loadable Aircraft Type : 747, 747F, 777, Airbus



TYPE: PAG PALLET

Size – Base : 88" x 125"
 – Height : #64", *96", **118"
 Tare Weight : 114 kg
 Maximum Gross Weight : 4,626 kg (LD), 6,033 kg (MD)
 Loadable Aircraft Type : 747, 747F, 777, Airbus

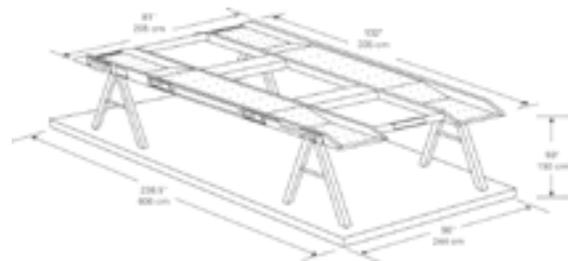
Passenger Flight
 * Q6 Contour
 ** Q7 Contour



TYPE: PMC PALLET

Size – Base : 96" x 125"
 – Height : #64", *96", **118"
 Tare Weight : 120 kg
 Maximum Gross Weight : 5,035 kg (LD), 804 kg (MD)
 Loadable Aircraft Type : 747, 747F, 777, Airbus

Passenger Flight
 * Q6 Contour
 ** Q7 Contour



TYPE: VZA, VRA – CAR RACK

Size : Fitted on PRA/PGA pallet
 Max Width of the upper car : 79.5"
 Max Width of the lower car : 85.6"
 Max Height of the upper car : 56"
 Max Height of the lower car : 57"
 Tare Weight : 344 kg
 Maximum Weight of each car : 2,268 kg
 Maximum Gross Weight : 11,340 kg
 Loadable Aircraft Type : 747F
 Standard CX car strap must be used to secure the vehicle on the rack and pallet



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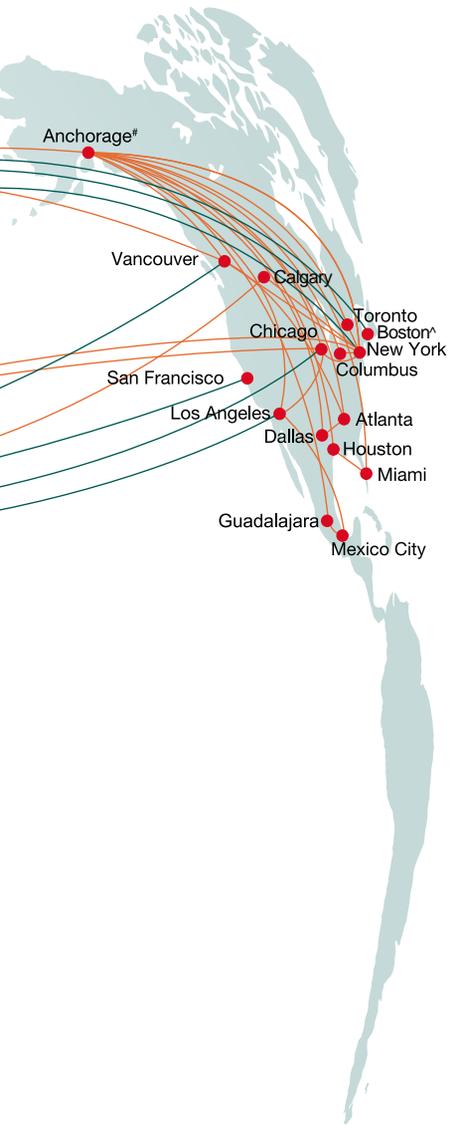
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DRAGONAIR NETWORK



- Cathay Pacific Passenger Service
- Cathay Pacific Freight Service
- Dragonair Service

Technical stop only

* No cargo uplift service

^ Cathay Pacific passenger service to Zurich commences on 29 March, 2015; and Boston commences on 1 May, 2015

Information correct at time of printing. Please check the latest availability of service on www.cathaypacificcargo.com or www.dragonaircargo.com



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